

# What to do to Make it Through

## BRAND GUIDELINES MAY 2012

This guide will acquaint you with the branding of *What to do to Make it Through* campaign. Consistent and proper usage of the brand improves recognition and clarity of the campaign.

For the campaign to succeed and grow, we need your help, so thanks!

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### LOGOS

- MakelThrough\_logo\_color\_hor.jpeg
- MakelThrough\_logo\_color\_vert.jpeg
- MakelThrough\_logo\_color\_hor.eps
- MakelThrough\_logo\_color\_vert.eps
- MakelThrough\_logo\_color\_hor.png
- MakelThrough\_logo\_color\_vert.png
- MakelThrough\_logo\_gray\_hor.jpeg
- MakelThrough\_logo\_gray\_vert.jpeg
- MakelThrough\_logo\_gray\_hor.eps
- MakelThrough\_logo\_gray\_vert.eps
- MakelThrough\_logo\_gray\_hor.png
- MakelThrough\_logo\_gray\_vert.png

### GRAPHIC ELEMENTS

- MakelThrough\_banner.jpeg
- MakelThrough\_banner.eps
- MakelThrough\_banner.png
- MakelThrough\_3.jpeg
- MakelThrough\_3.eps
- MakelThrough\_3.png
- MakelThrough\_block.jpeg
- MakelThrough\_block.eps
- MakelThrough\_block.png

### FLYERS

- MakelThrough\_flyer\_sample\_1.doc
- MakelThrough\_flyer\_sample\_2.doc
- MakelThrough\_flyer\_sample\_3.doc

# LOGO: FORMATS

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What to do to  
**Make it Through**



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## WHICH LOGO SHOULD I USE?

The logo is available in a vertical and a horizontal version. Please choose the logo that best fits the available space.

If the piece is being printed in color, use the color logo.

If the piece is being photocopied or is being printed solely in black, the grayscale logo should be used.

## WHICH FILE FORMAT SHOULD I USE?

**jpeg** : The best choice for most general applications, including Microsoft Word, Excel, Powerpoint, and page layout programs where a transparent background is not necessary.

**eps**: The best choice for professional page layout applications, such as Adobe InDesign and Illustrator, Quark XPress, Macromedia Freehand, or other drawing/illustration programs in a postscript workflow setting. EPS files are infinitely scalable and will remain sharp at any size, so only one file size is needed.

**png** : For use on web pages — features a transparent background and small file size. Do not use for other applications!

# LOGO: PROPER USAGE

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The circle graphic can be used by itself; the words cannot be used as a stand-alone element however.



Please do not scale the logo disproportionately.

Place the logo on a white or very light colored background.

# COLORS

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These are the only colors to be used in all communications.



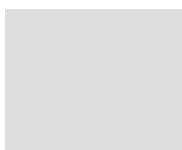
cmyk 0 / 90 / 100 / 10  
rgb 217 / 59 / 32



cmyk 100 / 78 / 12 / 12  
rgb 7 / 71 / 135



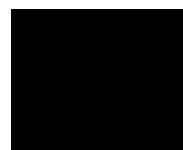
cmyk 0 / 40 / 100 / 15  
rgb 216 / 144 / 22



15% black



80% black



100% black

# FONTS

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When writing the campaign name (What to do to Make it Through) please use the same capitalization as used in the logo.

## PRINTED COMMUNICATIONS

Avenir light	<i>Avenir light oblique</i>
Avenir roman	<i>Avenir oblique</i>
Avenir medium	<i>Avenir medium oblique</i>
<b>Avenir heavy</b>	<b><i>Avenir heavy oblique</i></b>

Use ALL CAPS for headlines.

Be aware of contrast when placing type on color backgrounds.

## ONSCREEN COMMUNICATIONS or if Avenir is not available

Arial regular	<i>Arial italic</i>
<b>Arial bold</b>	<b><i>Arial bold italic</i></b>

HEADLINE  
mente in te dium  
etisquo nontrunte  
fit. Hoc ium hilis sa  
tesillem, crum oc  
verit. Nonfentem  
ausquius.

Urius re tatiamenis  
egerevivemus vili conero,  
orsusquam acit? Noc, tam.  
Si convolu telici fuidiorbis.  
Nihiline consili buludees  
sedest ortestiquit. Vivivivit;  
numedit. Iris fat, quem om  
antelus? Simentesi sed per  
bis. Sa con potiamp erivent  
errata desiccae llarbis. Vit  
aderces in sentrum nitrem iu  
cus inatum locaeque ia det;  
et vil hor la rem senati stius,  
vocae con stravemo ipiore

diem, ut venum vis. Um  
Do, Catilia nerit, que erum  
tanum ina, verniteri fin dem  
ne ingulabem num cons ad  
nor los, uspientre ine acidit  
aves facii iptimul tusseni  
rmanull escses mo eto ad  
faut peraridemus aperiactui  
patrae ad ina, et vast neri,  
nostiu soltordi, fici in Etrit  
cae culicam silissu labefex  
menatur, nonfectus nonon  
sena, diem

What to do to  
Make it Through

# GRAPHIC ELEMENTS

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What to do to  
**Make it Through**

MakeltThrough\_banner.jpeg / MakeltThrough\_banner.eps / MakeltThrough\_banner.png



MakeltThrough\_3.jpeg / MakeltThrough\_3.eps / MakeltThrough\_3.png

MakeltThrough\_block.jpeg / MakeltThrough\_block.eps / MakeltThrough\_block.png

# EXAMPLES USING THE GRAPHIC ELEMENTS



What to do to  
**Make it Through**

Urius re tatiamenis egerevivemus vili conero, orsusquam acit? Noc, tam. Si convolu telici fuidiorbis. Nihiline consili buludees sedest ortestiquit. Vivivivit; numedit. Iris fat, quem omantelus? Simentesi sed perbis. Sa con potiampr erivent errata desicae llarbis. Vit aderces in sentrum nitrem iu cus inatum locaeque ia det; et vil hor la rem senati stius, vocae con stravemo ipiore diem, ut venum vis. Um Do, Catilia nerit, que erum tanum ina, verniteri fin dem ne ingulabem num cons ad nor los, uspientem ine acidit aves facii iptimul tusseni rmanull escesu mo eto ad faut peraridemus aperiactui patrae ad ina, et vast neri, nostuu soltordi, fici in Etrit cae culicam silissu labefex menatur, nonfectus nonon sena, diem Sition.

cae culicam silissu labefex menatur, nonfectus nonon sena, diem Sition pratquas ma doloribusae derspel mod est evelessimo exeriat estotat emporpore, ut il ea ditatemperem demolup tatiatem viduntus molenimos se aligent doluptae vendus, invenes enimus expland ellacestius alitia conse di doloreicate dolupta tempor a int ratur, coneuctatas quis nonseque pe et quunt esecati con eum quissundit aut et que dolorum volum sequasp errovid quodis autatatur maio vendaeucti

officaborro optae etum re explabores vent.Fugia ium id estiam estin cum eos.

MakeltTrough\_flyer\_sample\_1.doc



**HEADLINE**

mente in te dium etisquo nonrunte fit. Hoc ium hilis sa tesillem, crum oc verit. Nonfentem ausquisius.

MAKE A PLAN

BUILD A KIT

HELP EACH OTHER

Urius re tatiamenis egerevivemus vili conero, orsusquam acit? Noc, tam. Si convolu telici fuidiorbis. Nihiline consili buludees sedest ortestiquit. Vivivivit; numedit. Iris fat, quem omantelus? Simentesi sed perbis. Sa con potiampr erivent errata desicae llarbis. Vit aderces in sentrum nitrem iu cus inatum locaeque ia det; et vil hor la rem senati stius, vocae con stravemo ipiore diem, ut venum vis. Um Do, Catilia nerit, que erum tanum ina, verniteri fin dem ne ingulabem num cons ad nor los, uspientem ine acidit aves facii iptimul tusseni rmanull escesu mo eto ad faut peraridemus aperiactui patrae ad ina, et vast neri, nostuu soltordi, fici in Etrit cae culicam silissu labefex menatur, nonfectus nonon sena, diem

MakeltTrough\_flyer\_sample\_2.doc



What to do to  
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MakeltTrough\_flyer\_sample\_3.doc